



SOOKE ECONOMIC DEVELOPMENT COMMISSION
Meeting to be held
Wednesday, April 14, 2010 at 7:00 pm
Location: Municipal Meeting Room,
2205 Otter Point Road, Sooke, BC

Agenda

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1. Call to Order	
2. Introduction of New Business/Approval of Agenda	
3. Adoption of Minutes:	
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4. Sooke Harbour Chamber of Commerce: Monthly Report	
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6. BC Streets Booth:	
• Update on storage, maintenance, transport, setup and take-down of booth	
• Discussion on how to capitalize on the results of the OZone presentation	
7. Vancouver Outdoor & Adventures Travel Show Update	
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13. Schedule Next Meeting: Wednesday, May 12, 2010	
14. Adjournment	

DISTRICT OF SOOKE
Sooke Economic Development Commission
February 11, 2010
7:00 p.m. Municipal Meeting Room

Committee Members Present:

Bryan Mooney (Chair) Neil Flynn, Sooke Region Tourism Association
Alexander Chandler Steve Grundy

Council: Councillor Sheila Beech

Staff: Evan Parliament, CAO
Bonnie Sprinkling, Corporate Officer (Recorder)

Absent: Dana Lajeunesse Gwen Fisher, Sooke Region Chamber of Commerce
Councillor Herb Haldane Jeannette Wilford (resigned)
John Zarembo

Guest: Ron Neitsch Wayne Nowak
Lorien Arnold

1. **Call to Order**

The meeting began at 7:04 p.m.

2. **Approval of Agenda**

MOVED to approve the agenda with the addition of:

- Minutes of the November 18th, 2009 Sooke EDC meeting
- Monthly Reports (January and February) from Sooke Region Chamber of Commerce
- Letter and certificate received February 4, 2010 from EDABC
- Email received February 1, 2010 from VIEA (web portal)
- Email received February 8, 2010 from Certified Folder Display Service - brochure at airport, ferries
- Email received February 2, 2010 from EDABC – EDABC Seminar

CARRIED

3. **Adoption of Minutes:**

MOVED that the minutes of November 18th, 2009 and December 9, 2009 be adopted as circulated.

CARRIED

4. **Delegation: Wayne Nowak – Proposal for EDC Publication**

Wayne Nowak reviewed his proposal to develop an economic development lure piece for Sooke similar to the publication and promotional package he created for Hinton. The concept was that there would be no cost to Sooke EDC and that the publication builds on the Advantage website, brochure, SRTA, Sooke 2010 website, etc. Revenue to come from advertising and the project would not proceed until funding in place. The distribution would be decided by the Sooke EDC and could be through the website, the Douglas Magazine, B&Bs, trade shows, Chamber, etc.

The Committee discussed the proposal:

- Sale of ad space through contract with Wayne Nowak
- No database, timeline or plan for distribution in place
- The product would be owned by District
- District to approve copy

The Commission decided not to go ahead with this type of publication at this time.

5. **Sooke Harbour Chamber of Commerce Monthly Report:**

The Commission received in writing the monthly reports for January and February as submitted by Sooke Region Chamber of Commerce.

6. **Vancouver Outdoor & Adventure Travel Show**

Evan Parliament advised that the Sooke EDC has booked a 10'x10' booth but we would like to use the BC Streets 20'x40' display which will cost \$6,000. Deposit has been paid for the 10'x10', we have until February 24th, 2010 to confirm 20'x40'. Ron Neitsch is arranging for the booth participants – Lorien Arnold, Scott (Adrenline) and Russ are participating – suggested additional participants include Subaru Triathlon, Bear Mountain, Charter Boat Association, Port Renfrew and Sooke marinas to participate; we need participants to pay for travel show participation. The firefighters would be available by donation to set up the BC Streets booth. Evan will call Subaru Triathlon and Bear Mountain; Ron will contact others.

**Evan
Ron**

7. **CAO Update**

A. Council Resolutions

- December 14, 2009 – 2% Additional Hotel Room Tax Program
- December 14, 2009 – Ozone – Richmond, February 10, 2010
- January 25th, 2010 – Appointments

Evan Parliament reviewed the Council resolutions. Neil Flynn gave an overview of SRTA's application and the approval process for the Additional HRT Program; the program will run for one more year when the HST is in place.

B. Resignation of Jeannette Wilford

The Commission accepted the resignation of Jeannette Wilford. Lorien Arnold will make an application to be a member on the Sooke EDC.

Bonnie

C. Richmond Ozone

Evan reviewed the contest for Sooke Travel Package on the Sooke 2010 website. The Commission viewed the BC Streets video on the website funded by the Sooke EDC. The video can be customized for specific shows and presentations.

MOVED that the Commission send a letter of gratitude to the BC Streets committee who organized the project.

Bonnie

CARRIED

8. **Referral from Council** – Letter dated November 12, 2009 from Greater Victoria Development Agency
- MOVED** that the Commission send a letter declining to participate in the Great Victoria Development Agency. **Bonnie**
CARRIED
9. **Integrated Resource Recovery**
- The Commission postponed the discussion on Integrated Resource Recovery until the next meeting. **Bonnie**
10. **Eclipse Creative**
- The Commission directed staff to advise Eclipse Creative that we do not have any projects that would require their services at this time. **Bonnie**
11. **Vancouver Island Economic Alliance**
- The Commission directed staff to provide VIEA with the links to the Advance and Sooke 2010 website; the Commission was advised that VIEA may have funding available.
- MOVED** that the Commission authorize one member of attend the VIEA meeting on February 25, 2010. **Bonnie**
CARRIED
12. **Economic Development Association of BC**
- MOVED** that the Commission authorize one member of attend the EDA of BC Annual Conference in June 6-8, 2010. **Bonnie**
CARRIED
13. **New Business:**
- Letter and certificate received February 4, 2010 from EDABC - the Commission discussed the membership with EDABC.
 - Email received February 1, 2010 from VIEA (web portal) – the deadline has passed for participation
 - Email received February 8, 2010 from Certified Folder Display Service - brochure at airport, ferries - the Commission directed Staff to cancel contract. **Bonnie**
 - Email received February 2, 2010 from EDABC – EDABC Seminar March 18th-19th, 2010 – the Commission will not attend.

14. **New Business**

- Alex Chandler will provide an update on the Entrepreneurial School at the April meeting of the Sooke EDC. **Alex**
- Bryan Mooney gave an update on the interpretative/stewardship centre project which will be located on the north side of Charters Creek.
- The Commission discussed the need for additional parking for the public boat launch.
- The Commission agreed that the 2009 Workplan and budget will be carried over to 2010. **Bonnie**

15. **Schedule Next Meeting: Wednesday, March 10th, 2010**

Suggested topics:

- Proposal for CRD composting facility
- Goodridge Island
- Kaltasin Works Yard RFP
- Performing Arts Centre – Feasibility Study
- Town Centre Update

16. **The meeting was adjourned at 9:00 pm.**

Certified by:

Brian Mooney
Chair

Bonnie Sprinkling
Corporate Officer

Sooke Economic Development Commission Strategic Plan 2010

Priorities established to attain the goals of the Commission for 2010 will be attained through research, education, communication and marketing of Sooke.

Our goals will be achieved through our updated commercial/ industrial land base inventory, the SEDC web site, the Sooke Harbour Chamber of Commerce along with new marketing materials and initiatives.

Sooke Economic Development Commission Targets

Understanding the advantages of Sooke with respect to its' tourism potential, employee lifestyle, our natural resources and locale, the Commission plans to target economic development activities to attract the following business sectors:

- Retirement Residence facilities (independent, supportive and assisted living)**
- Tourism Industry- hotels with meeting and conference facilities as well as eco-tourism operators and supporting businesses.**
- High-Tech / Internet Technology Industry including the Film Industry.**
- Post Secondary Education Facilities; such as, schools for fine arts, music academies, sailing and outdoor operations, etc.**
- Light Industrial / Marine related manufacturing.**
- Abattoir facility**
- Increased retail space capacity.**

Measurable and Achievable Work Plan for 2010

- **Maintain, promote, monitor and update www.advantagesooke.ca. Review the site on an ongoing basis to ensure it remains effective.**
- **Maintain membership in the EDABC (Economic Development Association of BC) and ensure that at least one member of the Commission attends the joint EDAC/EDABC Summit in Vancouver (September 19-22, 2010).**
- **Maintain membership in VIEDA (Vancouver Island Economic Developers Association) and ensure that at least one member of the Commission attends the next Annual General Meeting.**
- **Take out membership in VIEA (Vancouver Island Economic Alliance) and ensure that at least one member of the Commission attends the next Annual General Meeting.**
- **Create a data base of existing EDC organizations, provincial and federal government agencies, business associations and organizations in BC, Alberta and the Pacific North West, BC Ferries, Victoria.**
- **Research other EDC authorities throughout BC to better understand how they grow and promote economic development**
- **Develop and place advertisements in at least two Business / Economic Development related publications promoting the advantage of living, working and operating a business in Sooke.**
- **Conduct at least one town inspection by a targeted business sector.**
- **Participate in one Consumer Show in partnership with SRTA.**
- **Participate in at least one Home & Garden or Outdoor Show to promote Sooke and our economic development opportunities.**
- **Review and monitor existing commercial/industrial land base to determine current land available for business and industrial opportunities.**
- **Update our business listing by sector.**
- **Survey Local Businesses - What can Council do to help improve the ability to run a successful business?**

- **Create a data base and communicate with provincial and federal government agencies, businesses and interested individuals by way of an electronic newsletter made available by request and through the www.advantagesooke.ca.**
- **Communicate on a regular basis with the citizens and businesses of Sooke by way of news releases in both the Times Colonist and the Sooke News Mirror on a regular basis.**
- **Participate in at least one District Open House to communicate the progress of the SEDC and to seek input from others as to what the Commission has or should be doing.**
- **Schedule a meeting with Development Services staff at the District of Sooke 2-3 times annually.**
- **Create an orientation package for the Sooke Economic Development Commission members**

2010 Work Plan Budget

EDABC / VIEDA / VIEA Memberships	\$ 700
EDABC / VIEDA / VIEA meeting and conferences	\$ 3,900
BC Streets Project	\$15,000
Advertising –publications	\$ 9,000
Web site costs	\$ 0
Trade Show participation	\$ 6,400
Marketing Partnership Co-ops SRTA & or Private Sector	\$ 0
Hosting Business Tours	\$ 0
Research	\$ 0
Specialty Office Supplies	\$ 0
<hr/>	
Total Budget	\$35,000

Bonnie Sprinkling

From: Evan Parliament
Sent: April 6, 2010 12:06 PM
To: Bonnie Sprinkling
Subject: Fw: Public Access Point on Sooke River and Increased Potential for Bridge Site

Bon,

Have this info available for EDC members next week. Also, make sure its on tomorrow's agenda....I think it already is??

Evan.

----- Original Message -----

From: Janet Evans
To: Evan Parliament
Cc: Dave Devana; Al Fontes; Elisabeth Nelson; Gerald Christie
Sent: Tue Apr 06 10:08:58 2010
Subject: FW: Public Access Point on Sooke River and Increased Potential for Bridge Site

Janet Evans

Mayor - District of Sooke

2205 Otter Point Road

Sooke BC V9Z 1J2

250 642-1634

jevans@sooke.ca

From: Bob & Heather Phillips [mailto:bother@telus.net]
Sent: April 4, 2010 11:14 PM
To: Janet Evans; Elisabeth Nelson
Cc: sid2767@shaw.ca; bother@telus.net
Subject: Public Access Point on Sooke River and Increased Potential for Bridge Site

2459 Kemp Lake Road

Sooke BC V9Z 0R3

5 April 2010

Re; Public Access point on Sooke River and increased potential for bridge site.

Dear Mayor Evans and E. Nichols,

I am writing to you because we talked at one of the open houses about locations for a pedestrian and bicycle bridge from the Galloping Goose to the west side of Sooke River.

This evening I noticed that the public access point on the Sooke River that is upstream of 2990 Sooke River Road is aligned with the northern boundary of one of the lots in the proposed CRD purchase of the WFP Sooke Potholes Group. If this purchase goes through, access from the Galloping Goose to Sooke River Road would logically be available. The slope is fairly steep but if the property belonged to the CRD, a suitable trail access could be designed.

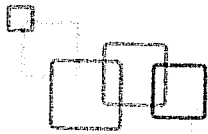
If the District of Sooke could reach an agreement with whoever purchases the lot in the Riversedge development on the western side of Sooke River at this public access location, it would facilitate locating a bridge at this site.

Please keep track of this possibility. Thank you,

Yours sincerely,

Heather Phillips

cc Sid Jorna



VIEA

VANCOUVER ISLAND
ECONOMIC ALLIANCE

COPY

District of Sooke

FEB 23 2010

Received

Mr. Evan Parliament
CAO
District of Sooke
2205 Otter Point Road
Sooke, BC V0S

Dear Mr. Parliament;

Thank you for attending the 2009 State of the Island Economic Summit in Victoria, BC.
We would like to take this opportunity to invite your consideration to join the Vancouver Island Economic Alliance.

Your investment as a member of the Vancouver Island Economic Alliance is an investment in the future of Vancouver Island. Our history has shown that VIEA provides positive dividends to its members by contributing to our region's economic growth.

Since 2007 community and corporate partners such as yourself have invested almost \$115,000 into VIEA Memberships to support a collaborative approach to regional economic development. VIEA is proud to have leveraged your membership investment more than 12 times over to deliver nearly \$1.5 million in services and initiatives across the Island.

Our Regional Economic Analysis, Labour Market Analysis and Annual State of the Island Economic Summits are just a few examples of how VIEA is creating tangible outcomes for the Island's business leadership.

Today more than ever, VIEA's focus on collaboration and coordinated pooling of resources remain the cornerstones of our success. Your VIEA Board remains dedicated prudent financial management of your membership dollars in that our entire administration budget remains under 5% including our staff resources. Your Board will maintain this commitment as we believe your investment needs to be directed to expanding investment and workforce attraction efforts for our region.

Prior to this year's 2009 State of the Island Economic Summit delegates and Island Stakeholders participated in a survey which will help VIEA in developing its action plan for 2010. Over 150 Island Stakeholders took the time out of their busy schedules to respond to the survey and VIEA will use this valuable information in developing their action plan for 2010.

Original Document to File No. 6750-01

For Action by:	CC	Agenda	Other
Mayor/Council	<input type="checkbox"/>		
Council Reader File	<input type="checkbox"/>		
CAO	<input type="checkbox"/>		
Corp Services	<input checked="" type="checkbox"/>		
Engineering	<input type="checkbox"/>		
Finance	<input type="checkbox"/>		
Planning	<input type="checkbox"/>		
Fire	<input type="checkbox"/>		
Other	<input type="checkbox"/>		

We learned that 90% of the respondents determined that promoting a sustainable and diversified economy for all residents of the Vancouver Island Region remains a high to extreme priority for VIEA

We learned that 65% of the respondents felt that promoting strong communities and First Nations communities and careful stewardship of natural resources remains a high to extreme priority for VIEA

We learned that 73% of the respondents felt that providing regional leadership for regional business retention and expansion remains a high to extreme priority for VIEA

We learned that 84 % of the respondents felt that promoting regional initiatives that strengthen economic capacity remains a high to extreme priority for VIEA

Furthermore with regards to the Vancouver Island Economic Alliance's Strategic Plan:

97% support VIEA's work in developing a brand strategy for Vancouver Island.

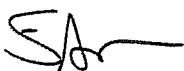
Additionally 88% responded that VIEA must excel as a member driven organization to meet the needs of business on Vancouver Island.

91 % supported VIEA's roles in Building Capacity on Vancouver Island.

92% Support the work that VIEA has initiated to actively promote Vancouver Island to investors and skilled employees.

We are committed to working with you as we continue to promote a sustainable and diversified economy for all residents for the Vancouver Island economic region.

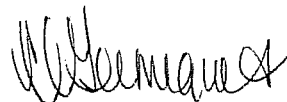
Yours truly,



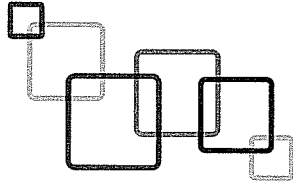
Sasha Angus
Chair
VIEA



Rick Roberts
Vice Chair
VIEA



Cori Lynn Germiquet
President
VIEA



VIEA

VANCOUVER ISLAND
ECONOMIC ALLIANCE

Name _____

Position _____

Organization _____

Business Address _____

City _____ Province _____ Postal Code _____

Telephone No. _____ Fax No. _____

E-Mail _____

PAYMENT OF FEES:

\$500
(community under 10,000, small business, economic development organization, individual)

Or

\$1000
(community over 10,000, large businesses, industry associations, public institutions)

Or

\$5000
(Corporate Funding Partner)

PAYMENT OPTIONS

A cheque is enclosed *(Please make all cheques payable to the Vancouver Island Economic Alliance)*
Address: 765 Humphrey Road, Parksville, BC V9P 1C8

Or

Please invoice _____ for the amount indicated above

Signature _____ Date _____

